

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Ansel, Duane Allen et al.

Confirmation No. 8726

Application No. 10/775,757

Filed: February 9, 2004

For: **SPONSORSHIP EXCHANGE AND
AUCTION**

Group Art Unit: 4127

Examiner: Granderson, Abraham J.

Attorney Docket No. 53313/1:2

Date: August 18, 2008

RESPONSE TO RESTRICTION REQUIREMENT

TO THE COMMISSIONER FOR PATENTS:

This is a response to the restriction requirement mailed July 16, 2008. Applicant elects, with traverse, the claims identified by the Examiner as Group I (i.e., claims 1 and 3-30).

Applicant respectfully submits that claim 1 is generic. The auction recited in non-elected claim 2 is one method for carrying out a sponsorship exchange. The last step of claim 1 ("making the request and associated sponsorship offer available to one or more potential providers") could be done in the context of an auction.

Favorable action is courteously requested.

Respectfully submitted,

Ansel, Duane Allen et al.

By /Kory D. Christensen/
Kory D. Christensen
Registration No. 43,548

STOEL RIVES LLP
One Utah Center Suite 1100
201 S Main Street
Salt Lake City, UT 84111-4904
Telephone: (801) 328-3131
Facsimile: (801) 578-6999